

Behind the Scenes of the Christmas Gift Trade



View video clip: <http://news.bbc.co.uk/1/hi/uk/7782634.stm>

Questions

A team of ten buyers are involved in the business. What is a “buyer”?

Name the two main methods the business use to promote products to customers?

How many people work in the main call centre?

When do customer’s Christmas orders start to arrive at the business?